

Winter Tires



The 45°F rule

Winter tires stay flexible at 45°F or below while other tires will harden, reducing traction; therefore, anyone driving in temperatures below 45°F will benefit from winter tires.

All-season tires work most of the time.

Rubber for Most Temperatures

Designed to stay flexible in temperatures above 45°F.

Tread Pattern for Rain and Light Snow

Designed to help drive through conditions like rain and snow flurries.



Ask your customers:

Do you drive when temperatures hit 45°F or below?

If you do, winter tires can help improve your ability to handle, turn, and stop safely — even on dry roads.

But colder temperatures need winter tires.

Special rubber for cold temperatures

Winter tires stay flexible in cold weather. Remember the 45°F rule.

Winter-specific tread pattern

Designed specifically for the unique challenges of winter driving.

Deep grooves for deep snow

Ever made a snowball? It's possible because snow actually sticks to itself quite well. Grooves that dig into and trap snow help winter tires stick to snowy roads, which helps to keep you moving forward.

Sipes for slippery roads

Winter tires are covered with tons of small slits called sipes. These create multiple edges that help grip wet, snowy, and icy roads.

Proven winter performance

Tires marked with the Mountain and Snowflake symbol, or Alpine symbol, meet or exceed the requirements to be called winter tires.

